



**DIVERSE PARTNERS, COMMON GOAL –**  
***Working Together to Promote Appropriate Antibiotic Use***  
November 2<sup>nd</sup> & 3<sup>rd</sup>, 2002  
Doubletree Hotel, Sacramento CA

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## Conference Goals

1. Expand the partnership approach of existing and new antibiotic resistance projects.
2. Increase the level of interest about the issue of antibiotic resistance and increase commitment to take action.
3. Increase the involvement of physician, health provider and consumer organizations in efforts to increase appropriate antibiotic use.
4. Expand the knowledge and understanding of how antibiotic resistance and antibiotic use are impacted by culture, ethnicity and economic status, especially in the Latino community and among Medicaid recipients.

## Conference Agenda

<u><b>Friday, November 1<sup>st</sup></b></u>			<b>Grand Ballroom Foyer</b>
<b>1:00 p.m. – 5:00 p.m.</b>	<b>Conference Registration</b>		
<b>5:30 p.m. – 7:00 p.m.</b>	<b>CDC State Funded Projects Update Meeting</b>		<b>Garden Terrace Room</b>
<u><b>Saturday, November 2<sup>nd</sup></b></u>			
<b>7:30 a.m. – 8:45 a.m.</b>	<b>Registration and Continental Breakfast</b>		<b>Grand Ballroom Foyer</b>
<b>9:00 a.m. – 9:30 a.m.</b>	<b>Welcome and Opening Remarks</b> Joseph Silva, M.D. Dean, UC Davis Medical School AWARE Steering Committee Chair		<b>Grand Ballroom</b>
<b>9:30 a.m. – 10:15 a.m.</b>	<b>Update from the CDC – National Campaign, Prescribing and Resistance</b> Rich Besser, M.D. Medical Director, CDC National Campaign for Appropriate Antibiotic Use in the Community		<b>Grand Ballroom</b>
<b>10:15 a.m. – 10:30 a.m.</b>	<b>BREAK</b>		
<b>10:30 a.m. – 11:45 a.m.</b>	<b>Plenary Session – Partnership Panel</b> <b>Panel Moderator</b> - Howard A. Kahn, CEO, LA Care Health Plan  <b>Panel Members –</b> Mike Negrete, PharmD, California Pharmacists Association Fred Fedorowicz, Blue Cross/Blue Shield, Michigan Donita Stromgren, California Childcare Resource & Referral Network Jane Harper, Minnesota Department of Health		<b>Grand Ballroom</b>

The purpose of the panel is to provide participants with a deeper understanding of the possibilities for involvement and partnership in an appropriate antibiotic use campaign. Panel members from childcare, pharmacists, health plans, and state health departments from three states will offer concrete examples of how this partnership has paid off in their state. The moderated discussion will be followed by a question and answer period.

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<b>11:45 a.m. – 1:00 p.m.</b>	<b>LUNCH</b> Lunch is provided and will afford an opportunity to network and visit the exhibits.	<b>Grand Ballroom</b> <b>Grand Ballroom Foyer</b>
<b>1:15 p.m. – 3:15 p.m.</b>	<p><b>Break Out Sessions Begin – Participants Will be Able to Attend Two Sessions</b></p> <p><b>Collaboration</b> - Participants will design an action plan to take back to their state that identifies ways to strengthen their partnerships and their overall project.            Elissa K. Maas, M.P.H.            California Medical Association Foundation            AWARE Project</p> <p><b>Effective Fundraising: Winning the Treasure Hunt</b> – Participants will leave the breakout session with a fundraising plan for their project and a comprehensive booklet developed by the American Academy of Pediatrics, <i>A Pediatrician's Guide to Proposal Writing</i>.            Mary Eley            Michigan Antibiotic Resistance Reduction Coalition</p> <p><b>Health Plan Partnerships</b> - Health plan representatives will share the types of resources they have available for public/consumer awareness, physician education, and project evaluation to strengthen efforts to promote appropriate antibiotic prescribing.            Doug Burgoyne, PharmD - Intermountain Healthcare            Lisa Ghotbi, PharmD – Blue Shield of California            Lisa Hammer Rieg, PharmD – Kaiser Permanente            Jeff Kamil, M.D., Blue Cross of California &amp; CAQH</p> <p><b>Medicaid and Underserved Communities</b> – We will focus attention on a segment of our population where few interventions have been initiated. We will discuss emerging strategies and unique interventions, working with your State Medicaid office and community clinics, health literacy and culturally sensitivity.            Kitty Corbett, Ph.D.            MARC Project - Colorado</p> <p><b>Clinical Practice Update</b> – This workshop will provide an update addressing an important clinical issue related to appropriate prescribing and antibiotic resistance.            Ralph Gonzales, M.D. – Associate Professor, UCSF            Shale Wong, M.D. – Assistant Professor, University of Colorado</p>	<p><b>Salon 1</b></p> <p><b>Terrace Room</b></p> <p><b>Salon 2</b></p> <p><b>Salon 3</b></p> <p><b>Salon 4</b></p>
<b>3:15 p.m. – 3:30 p.m.</b>	<b>BREAK</b> – Light Refreshments Will Be Available	
<b>3:30 p.m. – 5:30 p.m.</b>	<p><b>Break Out Sessions Repeat</b></p> <p><b>NOTE:</b> The Fundraising Workshop will only be offered once, in the first session.</p>	
<b>6:30 p.m.</b>	<p><b>Reception/Dinner</b>  <b>No Host Bar</b>  <b>Bill Nye 'the Science Guy' Award Presentation</b></p>	<b>Grand Ballroom</b>
<b><u>Sunday, November 3</u></b>		
<b>7:30 a.m. – 8:30 a.m.</b>	<b>Continental Breakfast &amp; Exhibits</b>	<b>Grand Ballroom</b> <b>Grand Ballroom Foyer</b>
<b>8:30 a.m. – 8:45 a.m.</b>	<p><b>Sunday Opening Remarks</b>            Carol A. Lee, Esq.            President &amp; CEO, CMA Foundation</p>	<b>Grand Ballroom</b>

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<b>8:45 a.m. – 10:30 a.m.</b>	<b>Plenary Session – Appropriate Antibiotic Use in Ethnic Communities</b> The purpose of this panel is to share recent research findings of how ethnicity affects interest and use of antibiotics by parents of young children; and how to reach out and work with ethnic communities in efforts to increase appropriate antibiotic use. The moderated discussion will be followed by a question and answer period.  <b>Plenary Moderator –</b> Alice Chen, M.D. The California Endowment Asian Health Services  <b>Panel Members -</b> Rita Mangione-Smith, M.D., UCLA Joseph Clift, M.D., Ethnic Health Institute Len Fong, Pacific News Service	<b>Grand Ballroom</b>
<b>10:30 a.m. – 10:45a.m.</b>	<b>BREAK</b>	
<b>10:45 a.m. to 12 p.m.</b>	<b>Sector Meetings</b> In the sector meetings, individuals will participate in a facilitated discussion about how they can strengthen their organization's involvement in appropriate antibiotic use campaigns.  <b>NOTE:</b> Locations for the sector meetings will be on the back of each participant's name badge.	
<b>12:00 p.m. – 12:30 p.m.</b>	<b>Adjourn – Rich Besser, M.D.</b> We will bring everyone back together from their sector meetings to share a brief comment about something their group has committed to take back with them and work on to address appropriate antibiotic use in partnership.	<b>Grand Ballroom</b>